

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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CARDIOLOGY NEWS provides cardiologists with breaking news and insightful commentary – in a clear, concise, accessible format – that can be used daily in practice. Cardiology News is published monthly and circulates to cardiovascular specialists and related sub-specialists. All articles are researched, written, and produced by a full-time staff of professional medical journalists. MDedge Cardiology - Presented by Cardiology News, provides news and views that matter to physicians in a timely and interactive format. With award-winning daily news coverage, in addition to the stories from the print publication, physicians can get immediate information online, through e-blasts and e-newsletters. They can join the conversation through commentary, blogs, Facebook, and Twitter. MDedge Cardiology is the best way for physicians to stay current, save time, and gain perspective. Cardiology News is a member of the MDedge Network.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

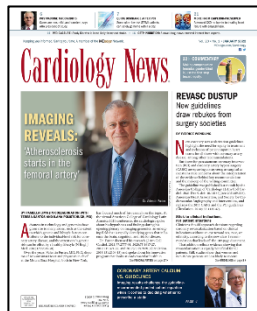
CARDIOLOGY NEWS is produced in a print format. The editorial for the print copy is the same for all recipients.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

CARDIOLOGY NEWS PRINT MAGAZINE



CARDIOLOGY NEWS WEBSITE



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
CARDIOLOGY NEWS PRINT MAGAZINE (6 issues in the period)	33,142	-	33,142
(See Paragraph 3b for Source)			
CARDIOLOGY NEWS WEBSITE (Monthly Users with 76,241 average Pageviews)	42,316	-	42,316

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

FIELD SERVED

CARDIOLOGY NEWS serves physicians specializing in Cardiology, Interventional Cardiology, Pediatric Cardiology and IM-Cardiac Electrophysiology.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are office- and hospital-based Cardiologists, Pediatric Cardiologists, Interventional Cardiologists and IM-Electrophysiologists, osteopathic physicians and those in other professional activities as detailed in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	222
Allocated for Trade Shows and Conventions	-
All Other	61
TOTAL	285

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	33,142	100.0	33,142	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,142	100.0	33,142	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021/2022 Issue	Total Qualified
August	33,130
September	33,028
October	33,158
November	33,233
December	33,173
January	33,128

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022

This issue is -% or 16 copies below the average of the other 5 issues reported in Paragraph 2.

Major Professional Activity For United States & Professions Including APO & FPO											
Patient Care											
Hospital Based Practice											
Professional Classification	Total Qualified	Percent of Total	Office Based Practice	Residents	Full-Time Hospital Staff	Total (Hospital Based)	Semi-Retired	Total (Patient Care)	Total (Other Professional Activity)	Osteopathic Physicians	
CD Cardiovascular Diseases	23,802	71.9	15,180	2,813	2,579	5,392	493	21,065	1,841	896	
ICE IM-Cardiac Electrophysiology	2,323	7.0	1,747	226	335	561	-	2,308	-	15	
IC Interventional Cardiology	4,255	12.8	3,406	395	400	795	-	4,201	-	54	
PDC Pediatrics, Cardiology	2,748	8.3	1,600	495	640	1,135	-	2,735	-	13	
TOTAL QUALIFIED CIRCULATION	33,128	100.0	21,933	3,929	3,954	7,883	493	30,309	1,841	978	
PERCENT TO PHYSICIANS	100.0		66.2	11.9	11.9	23.8	1.5	91.5	5.5	3.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	33,128	-	-	33,128	100.0
*Association rosters and directories	33,128	-	-	33,128	100.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,128	-	-	33,128	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	33,128	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	33,128	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	February - July 2019	August 2019 - January 2020	February - July 2020	August 2020 - January 2021	February - July 2021	August 2021 - January 2022*
Total Audit Average Qualified:	32,193	32,647	32,830	33,180	33,095	33,142
Qualified Non-Paid:	32,193	32,647	32,830	33,180	33,095	33,142
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: August 2021 - January 2022 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	134		Kentucky	403	
New Hampshire	145		Tennessee	687	
Vermont	71		Alabama	424	
Massachusetts	1,264		Mississippi	199	
Rhode Island	158		EAST SO. CENTRAL	1,713	5.2
Connecticut	548		Arkansas	241	
NEW ENGLAND	2,320	7.0	Louisiana	502	
New York	3,066		Oklahoma	290	
New Jersey	1,285		Texas	2,345	
Pennsylvania	1,735		WEST SO. CENTRAL	3,378	10.2
MIDDLE ATLANTIC	6,086	18.4	Montana	67	
Ohio	1,390		Idaho	95	
Indiana	554		Wyoming	25	
Illinois	1,329		Colorado	444	
Michigan	1,054		New Mexico	132	
Wisconsin	502		Arizona	618	
EAST NO. CENTRAL	4,829	14.6	Utah	232	
Minnesota	630		Nevada	203	
Iowa	237		MOUNTAIN	1,816	5.5
Missouri	646		Alaska	38	
North Dakota	44		Washington	531	
South Dakota	63		Oregon	294	
Nebraska	183		California	3,319	
Kansas	260		Hawaii	97	
WEST NO. CENTRAL	2,063	6.2	PACIFIC	4,279	12.9
Delaware	89		UNITED STATES	33,128	100.0
Maryland	750		U.S. Territories	-	
Washington, DC	181		Canada	-	
Virginia	716		Mexico	-	
West Virginia	178		Other International	-	
North Carolina	981		APO/FPO	-	
South Carolina	420				
Georgia	904				
Florida	2,425				
SOUTH ATLANTIC	6,644	20.0			
			TOTAL QUALIFIED CIRCULATION	33,128	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MEDGE.COM/CARDIOLOGY

2021/2022	Pageviews	Sessions	Users	Average Session Duration
August	78,105	45,970	35,217	1:04
September	72,763	53,117	40,795	0:54
October	80,443	63,065	47,438	0:35
November	58,921	36,952	29,690	0:56
December	72,667	60,754	46,094	0:33
January	94,552	75,982	54,662	0:46
AVERAGE:	76,241	55,973	42,316	0:48

August 2021 - January 2022 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 978 copies or 3.0% to 32,150 copies or 97.0%, including American Osteopathic Association and American Medical Association.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Angelique Ricci, Senior Director of Business Development

Jared Sonners, Director, Circulation

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.